



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/487,354	01/18/2000	Alon Nachom	NAC99-001P	3068

7590 01/08/2004

THOMAS M. COESTER, ESQ.
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN
12400 WILSHIRE BOULEVARD, SEVENTH FLOOR
LOS ANGELES, CA 90025-1030

EXAMINER

ELISCA, PIERRE E

ART UNIT	PAPER NUMBER
----------	--------------

3621

DATE MAILED: 01/08/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.
09/487,354

Applicant(s)
Alon Naehom

Examiner
Pierre E. Elisca

Art Unit
3621



-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE THREE MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136 (a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 2/12/2003.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11; 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 21-50 is/are pending in the application.
- 4a) Of the above, claim(s) 1-20 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 21-50 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claims _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
*See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). _____
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s). _____ 6) ☐ Other: _____

Art Unit: 3621



Examiner Pierre Eddy Elisca
United States Department of Commerce
Patent and Trademark Office
Washington, D.C. 20231

DETAILED ACTION

1. This Office action is in response to Applicant's amendment, filed on 02/12/2003.
2. Claims 1-20 are canceled, and claims 21-50 are pending.

Claim Rejections-35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Art Unit: 3621

4. Claims 21-50 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ronen et al. (hereinafter Ronen)(U.S. Patent No. 5,905,736) in view of Conklin et al. (U.S. Pat. NO. 6,141,653).

Regarding to **claims 21, 23, 30-33, and 35-50** Ronen substantially discloses a communications enhancement means for

providing information regarding a related subject matter from an alternate source, comprising:

obtaining a first set of electronic information to be displayed to a user from a first source on a network, wherein the first set of electronic information comprises information identifying a first transaction to be made (see Fig. 2, item 209, 210, it is obvious to recognize that a server is required to perform product or service request from the client over the Internet);

accepting transaction data to effect the first transaction; routing the transaction data to a second source; requesting a second set of electronic information to be displayed to the user from the second source on the network, wherein the second set of electronic information comprises information identifying a second transaction to be made; providing data to display to the user a visual representation of the second set of electronic information as though originating from the first source; and accepting a transaction (see Fig. 2, item 210 and 217, first source-IAP, second source, IS P, Fig. 1, item 105, fig. 2, item 217 and 227), please note that it is obvious to recognize that in order for the user to respond to the received response, the display component ~~is~~ needed to be in order.

Ronen does not explicitly disclose the step of routing the transaction data to a second source.

However, Conklin discloses a multivariate negotiations over a network or business transactions, wherein business transaction negotiation deals have many variable items, such as price, quantity, quality, warranty. An internet routing transaction see., fig 1A, item 04, abstract, col 1, lines 41-47, col 7, lines 30-64. It is obvious to realize that transferring information to user from autonomous source in order to keep sells autonomous. Therefore, it would have been obvious to one of ordinary skill in the art at the time the

Art Unit: 3621

invention was made to modify the teaching of **Rosen** by including the limitation detailed above as taught by **Conklin** because this would keep the information autonomously to client to **Rosen's** Internet selling system for the benefit of providing buyer what they needs and keep the seller autonomously before sells transaction takes place.

Regarding to claims 22, 24, and 29 Ronen discloses the invention of claim 1, wherein the transaction authorization comprises a user authorization to share the transaction data with the second source (see abstract, specifically user's identity that is stored on a database, fig. 2, item 204).

Regarding to **claims 25, 26, 27, 28, 34**, Ronen in view of the obviousness statement discloses the invention of claim 7. Ronen does not discloses said system wherein a payment means, a delivery means, and a client identifying means are at least included in said data.

However, it is obvious to realize that many techniques have been used to encrypt file i.e for transferring billing information from one source to another and shipping information. It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the Ronen's central billing with the obviousness statement by giving client an option to pay direction to the second source by having the IAP transfer client's pre-established billing information such as payment means, delivery means and shipping identifying means to the ISP when the client decides to make purchase from the ISP.

Regarding to **claim 9**, Ronen in view of the obviousness statement discloses the invention of claim 8. Ronen does not discloses said system wherein a second display component is presented by said second source requesting at least entry of said payment means, said delivery means, and said client identifying means, if said data is insufficiently received by said second source.

Art Unit: 3621

However, it is obvious to recognize that billing information have to be satisfied before a sales transaction can be completed. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to include the feature of presenting to client the request of filling out billing information if such information was not completely received in order to complete the sales transaction.

Response to Arguments

5. Applicant's arguments filed on 02/12/2003 have been considered but they are not persuasive.

Conclusion

6. Any response to this action should be mailed to:

Commissioner of Patents and Trademarks Washington, D.C.20231 or faxed to:

(703) 30 5-9051, (for formal communications intended for entry)

Or:

(703) 305-0040, (for informal or draft communications, please label "PROPOSED" or "DRAFT")

Hand-delivered responses should be brought to Crystal Park II, 2021 Crystal Drive, Arlington. VA., Sixth Floor (Receptionist).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Elisca Pierre, whose telephone number is (703) 305-3987 and whose e-snail address is Elisca.Pierre@uspto.gov. The examiner can normally be reached on Monday through Friday from 8:30 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell, can be reached at (703) 305-9768.

Art Unit: 3621

Any inquiry of a general nature or relating to the status of this application should be directed to the Group receptionist whose telephone number is (703) 305-3900.

The Official Fax Number for TC-3600 is:

(703) 305-7687

January 05, 2004



Pierre Eddy Elisca

Primary Examiner (Art Unit 3621)